



Tourism & Events Department  
7506 E. Indian School Road  
Scottsdale, AZ 85251  
480.312.7177

---

**To:** David Scholefield, Chairperson  
Tourism Development Commission

**From:** Steve Geiogamah, Tourism Development Manager

**Date:** May 16, 2017

**Subject:** Parade Del Sol Parade & Trails End Celebration

On January 24, 2017, City Council approved a TDC event funding recommendation in support of a one year agreement that provided tourism funds in the amount of \$64,400 toward the Parada Parade and Trails End Celebration. Funds were allocated toward event marketing and production. All event funding contractual requirements were met.

The parade and celebration was also part of a larger promotion for Western Week that had been reviewed and recommended by both the Tourism Advisory Task Force and the Tourism Development Commission.

Staff is currently considering a five year event funding agreement between the city and Parade Del Sol Inc. which will be presented to the commission for consideration at an upcoming meeting.

**SCOTTSDALE PARADA DEL SOL PARADE  
&  
TRAIL'S END FESTIVAL**

**2017 EVENT DETAILS**

**2017 EVENT SUMMARY**

Overall Attendance:	28,000+/-
Parade Entries:	102
Parade Participants:	3,000 +/-
Trail's End Festival Attendees:	15,000 +/-
Event Sponsors:	23
Event Sponsorships/In-Kind Support:	\$200,000++

**FINANCIAL SUMMARY**

Sponsorships:

• Cash	\$98,265
• In-Kind	\$101,500 (labor/services)
• Other	\$15,500

Media Value:

- Print
- Radio
- Website Development
- Marketing Collateral:
- Social Media
- Television
- Professional Marketing/Media Management

\$118,300

Donations/Other: \$ 10,000

**TOTAL VALUE: \$340,000+**

## FIVE YEAR PLAN

The Scottsdale **Parada del Sol Committee** is excited about the future of this Heritage event and all its possibilities. The parade and festival maintains its position as the foundation for **Scottsdale's Western Week**. The committee is looking to both engage local businesses through unique involvement opportunities as well as create event marketing initiatives for corporate sponsorship opportunities.

Listed below are the committee's 5-year goals for this event. The vision is to create a multi-site/multi-day event.

### ATTENDANCE

The committee intends to increase the attendance through increased spending and trade in all forms of media – print, television, radio and social. We will incorporate VIP reserved seating along the First Street parade route catering to sponsors as well as seniors.

CATEGORY	BASELINE	2018	2019	2020	2021	2022
Attendance	30K	40K	50K	60K	70K	80K

### PARADE ENTRIES

The committee intends to increase parade entries through national, regional and statewide outreach to unique equestrian groups, Scottsdale Unified & Charter School participation, City of Scottsdale Department involvement, and enhanced media exposure.

- Specifically, we wish to bring back the equestrian focus for the parade to include outreach to equine groups/saddle clubs in the southwest
- create a scholarship program to cover some traveling expenses for equine groups to encourage participation
- outreach to statewide rodeo committees as entries to promote their events
- establish a partnership with Westworld to allow boarding – considering the creation of a Saddle Club Rendezvous for out-of-state and statewide traveling groups the Friday before the parade. This would create the need for hotel rooms
- In addition, recruit additional volunteers to function as “pacers” to keep the parade running smoothly.

CATEGORY	BASELINE	2018	2019	2020	2021	2022
Parade Entries	100	110	121	133	146	161

## SPONSORSHIPS

Through personal connections as well as continued outreach, the committee intends to incrementally increase sponsorships by creating event marketing initiatives for corporate sponsorship opportunities. Those opportunities can include, as an example:

- Continue to increase the American Indian involvement in both the parade and festival.
- Develop a juried art show with SUSD; identify a winner at each grade level; winners ride on a float in the parade; winners receive scholarship money as the prize; winners get a session with the Parade artist.
- Hire a “Named” talent concert immediately after the parade with the potential of growing into an evening concert.
- Look into moving the Hashknife mail delivery to later in the day (after school gets out) and create an event post-delivery (bull riding in the parking lot just southwest of the museum)
- Establish an antique car show along Brown Avenue during the festival
- Develop a parade program w/advertising and the line-up to be handed out by the Howdy Dudettes.
- Incorporate a long-horn cattle drive at the start of the parade

CATEGORY	BASELINE	2018	2019	2020	2021	2022
Sponsorships	\$25K	\$27.5K	\$30.25K	\$33.275K	\$36.6K	\$40.26K

## MARKETING

Through the partnership between the Parada Committee and the City of Scottsdale, it is the intent to steadily increase what is spent towards the marketing effort for this event while taking advantage of as much “free” publicity as possible.

Marketing opportunities could include, as example:

- Work with the Cox Communications to televise the parade
- Design and install street banners at both ends of Scottsdale Road
- Work with Experience Scottsdale to coordinate outreach to local hotels as well as international exposure
- Identify partnering opportunities with Scottsdale organizations increasing participation in the parade and festival as well as outreach to their membership

CATEGORY	BASELINE	2018	2019	2020	2021	2022
Marketing	\$10K	\$15K	\$20K	\$25K	\$30K	\$35

## LOCAL BUSINESS ENGAGEMENT

Paramount to the continued success for this event, it is imperative to identify unique engagement opportunities for local businesses. Unique involvement discussions between the Committee and the City have begun to identify potential tasks/programs which will aid in the expansion of both the parade and the festival. Those are outlined below in no particular order:

- Increase the wine garden within the festival footprint
- Establish a craft beer garden pre/during/post parade
- Guacamole/Salsa competition during the festival
- Bloody Mary contest
- Farm to Table dinner
- Work with the Galleria Association to identify annual Parada artist
- Western Fashion show – clothing and head gear